

## **Placemaking Roundtable Discussion Group (March 11, 2004)**

### **"Mission Statement" - What Placemaking Means**

- Creating energy and vitality ("the pearls") in the City of Redmond
- Connecting the different places through multiple access modes ("stringing the pearls together")
- Creating places to meet and socialize safely and comfortably with multiple access options and having multiple activities

### **Placemaking – Top 4 Barriers to Overcome**

1. Overcome mindset of build a road first. Change to evaluate place-oriented strategy first
2. Slow down traffic around the places we "want"
3. Understanding what's already "approved" and "committed" for transportation infrastructure and where opportunities for change exist
4. Create more pedestrian-friendly environment (opposite of bridge over Redmond Way and more like Leary Way & 90<sup>th</sup> Street bridges)

#### **1. Overcome Barrier: Mindset of Build a Road First**

- Create other convenient ways to travel
- Provide more transit options
- Keep the options we already have
- Have a place-centric point of view rather than road focused transportation to accommodate place)
- Council policy direction
- Create more convenient, accessible transportation options to get to place
- Help create places that are closer to our "spaces" (e.g., homes)
- Create sidewalks and wider sidewalks
- Education
- Everybody – value of alternatives to driving alone; driving everywhere
- Shuttle up and down Education Hill
- Youth – accessible
- Why build parking for high schools if school – or Metro - buses could reduce need for parking? Alternatives could help reduce need for driving to/from school.
- Make places neat and "cool"
- Create incentives for people to get to places in different ways – bus passes to get to school; "parking" incentives (i.e., NOT to park – vanpool, carpool, transit incentives)
- Cultural barriers to driving all the time
- Put things/places where we want to go to

## **2. Overcome Barrier: Slowing Down Traffic Around the Places We Want**

- Don't always add lights. Stop signs are useful (Which is safer?)
- Traffic circles – some like; others do not
- Fewer lanes approaching pearls
- Change one-way streets to two-way streets
- Lower speed limits in our places we want to create
- Rearrange parking spaces to accommodate places
- Create pedestrian corridor that links pearls
- Connections between Library, Town Center, and City Hall
- Create ways to find your way around Redmond (getting from A to B)
- But always ensure emergency access

## **3. Overcome Barrier: Understanding What's Already Approved and Committed**

- Come to Park Board; Planning Commission and other City standing committee meetings
- List of what's already approved – Comprehensive Plan – things change
- Downtown Plan
- Finding out what's vested
- Finding out what's going on in other cities that influence (Rob will update group)
- Overcome barriers
- Widen sidewalks
- More/better lighting in certain walking areas (e.g., Redmond Way/85<sup>th</sup> St. bridge)
- Create gateway that reflects Redmond
- Evaluate traffic pattern to create integrated gateway
- Separate pedestrian/bike bridge and connect Rotary Park

## **4. Overcome Barrier: Providing More Pedestrian-Friendly Places to Walk**

- Food/benches/concessions integrated with Library
- Old QFC/Redmond Center – create spaces for gathering
- Victors' lot to realign parking to Gilman Street and create more intimate gathering
- Create areas like areas behind La Petite
- Put tables, chairs, restrooms, concessions and amenities at Skateboard Park
- Access off of bike path for dining and gathering

## **Placemaking – Top 4 Opportunity Areas**

1. Create more friendly places to walk and make them convenient
2. Create urban life amenities in suburbs (make parts of Redmond more difficult to get to by car)
3. Gateways – same stylistic designs to mark continuity for different parts of the City
4. Leverage existing resources (trails, parks) to create places, including use of BNSF right-of-way and connecting it to the trail

**1. Opportunity Area – Create More Friendly Places to Walk and Make Them Convenient**

- This is really just a repeat of all the placemaking ideas discussed.

**2. Opportunity Area – Creating Urban Life Amenities**

- Create density of types of places
- Create signage off of roads, paths, wayfinding orienteering
- People like to know where they're going

**3. Opportunity Area – Gateways**

- Contest for symbol that marks Redmond - way to get to place – logo

**4. Opportunity Area – Leverage & Resources**

- Obtain BNSF right-of-way; get it now
- Create place(s) along E. Lake Sammamish Trail
- Connect Town Center and Marymoor Park
- Find creative way to connect “ends” of E. Lake Sammamish Trail to Bear Creek Parkway

# **PLACEMAKING**

## **Action Plan**

**RECOMMENDATION: Identify 5 top spaces to create places. Do this using a combination of (1) policy/public involvement; (2) marketing and communicating the message; (3) providing public amenities that support creating the place; and (4) facilitate partnerships to create these places.**

### **1. Change a mindset: Create a place-centric point of view through policy and public involvement**

- Seek Council policy direction/Resolution to pursue place-centric viewpoint
- Build consensus by drawing in our neighbors
- Involve Chamber and businesses to join in vision
- Involve Planning and Permitting to do so in way that supports concept
- Make it inviting for businesses to create the places that fit in the places we create

### **2. Market and Communicate Placemaking Message to City/Public/Businesses**

- Build and deliver message to community
- Create communication plan
- Marketing/communication – City, public, businesses
- Advertise, including banner
- Build excitement and market different parts of City
- Show examples of what works in other communities – e.g., popular trailside park in Woodinville could be model for Luke McRedmond Park in Redmond. Also, gathering places in Leschi are vibrant businesses that attract weekend cyclists and also cater to urban dwellers who live in the area.

### **3. Provide Public Amenities that Support Creating “Place”**

- Create laws, rules, incentives, rental structure for carts, concessions at place
- Work to create stage/facility to hang out and listen to music and be entertained – summer concerts
- Look at opportunities for concerts off of trail
- Make businesses visible (allow/encourage) protective awnings
- Wider sidewalks and awnings to permit outdoor seating – seasonal or not
- Create streetscape – Belltown – door awnings; sidewalks
- Provide for public amenities that support the place
- Wider sidewalks; bike parking; benches; landscaping
- Create ownership – fountains
- All season

### **4. Facilitate Partnerships to Create Places**

- Provide criteria and consider actions – multimodal access
- Provide late-night transportation
- Police on bicycles at places to create comfort/safety